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Sustainability Indicators in Tourism

Sustainable Development

The Rio Declaration defines sustainable development as development that meets the needs of the present generation without limiting the ability of future generations to meet their own needs.

Sustainable Development

the concept of sustainable development incorporates three components:

- social
- economic
- environmental

Economic Component of Sustainability

The economic component mainly refers to ensuring the continuous economic growth which is considered necessary for:

- continuous improvement of social welfare
- avoiding extreme imbalances between economic sectors
- the promotion of ecologically efficient production and consumption patterns and
- meeting the main needs of individuals.

Environmental Component of Sustainability

The environmental component refers mainly to the respect of the ecosystem boundaries in order to:

- maintaining its stable production base
- ensuring the protection and quality of natural resources (atmosphere, land, seas, coasts, oceans, water resources)
- biodiversity protection

Social Component of Sustainability

Social is mainly concerned with ensuring equality within and between generations (combating all forms of discrimination), social inclusion and cohesion (tackling all forms of exclusion), political participation, social mobility and respect for cultural diversity.

Sustainable Tourism Development

Concerns tourism
taking full account of
current and future economic,
social and environmental impacts,
meeting the needs of visitors,
industry, the environment and
host communities.

Therefore,
sustainable
tourism
must:

- Optimize the environmental resources it uses, protecting the environmental heritage and biodiversity.
- Respect the socio-cultural authenticity of the hospitality destination, to preserve local customs and traditions and traditional values as well as to contribute to intercultural understanding and tolerance.
- Provide long-term socio-economic benefits to all stakeholders, such as stable employment and income for local host communities, thus contributing to the fight against poverty.

A framework has been established regarding Sustainable Development Goals

consisting of 17 goals, based on which states, civil societies and the private sector can guide and measure their contribution to sustainable development towards 2030, so that:

- Eliminate poverty
- To protect the planet, and
- All people enjoy Peace and Prosperity

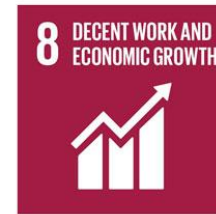
The Five “P”:

- **P**eople
- **P**lanet
- **P**rosperity
- **P**eace
- **P**artnership

The 17 Sustainable Development Goals are:



SUSTAINABLE DEVELOPMENT GOALS

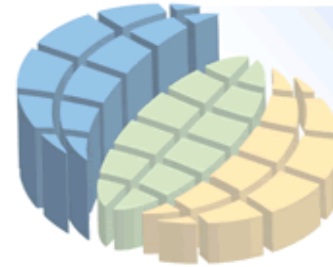


Sustainability Indicators in Tourism

And because if you do not measure it you can not manage it, specific indicators were created to measure sustainable tourism development that cover the three dimensions of sustainability:



Sustainability Indicators in Tourism



Promoting business excellence and
maintaining a high level of ethics
ECONOMIC DIMENSION

Economic Indicators

- Hotel turnover
- Number of employees
- Payroll costs
- Expenditure on the supply of goods and services
- Seasonality of hotel operation
- Nights spent at the hotel
- Expenditure on fixed capital investments
- Expenditure on environmental protection investments

Sustainability Indicators in Tourism



Cooperation with the local community and implementation of corporate social responsibility actions
SOCIAL DIMENSION

Social Indicators

- Degree of satisfaction of tourists with the services provided
- Ratio of returning tourists
- Degree of satisfaction of the local population from the operation and the actions of the hotel
- Ratio of employees from the local community
- Ratio of employees who were unemployed and found employment in the hotel
- Accessibility of the hotel to Impeded Persons

Sustainability Indicators in Tourism

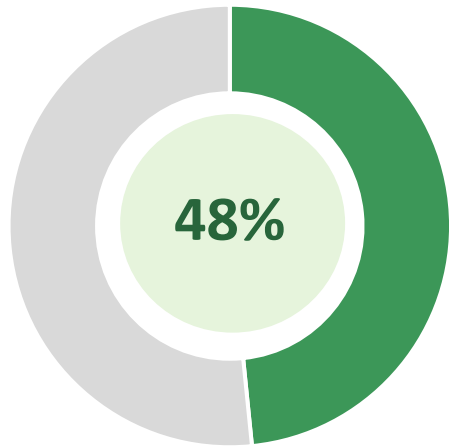


Applying practices for building green establishments and minimizing CO2 emissions
ENVIRONMENTAL DIMENSION

Environmental Indicators

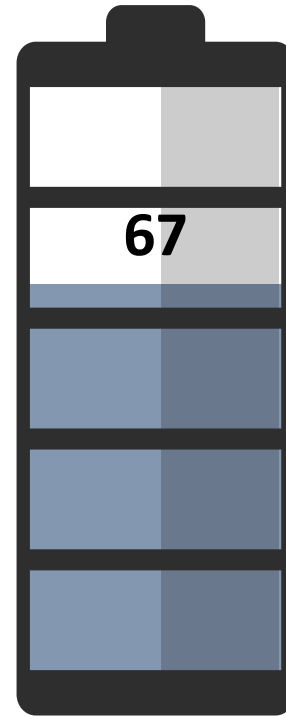
- Ratio of use of renewable energy sources
- Measurement of energy and water consumption
- Goals to reduce energy and water consumption
- Treatment and reuse of "gray" water
- Recycling actions at the hotel
- Organic waste management

Indicative Actions and Practices applied in Greek Hotels



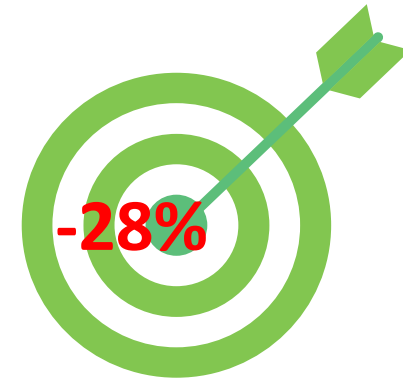
of **total** hotel units record their consumptions

Source: www.itep.gr



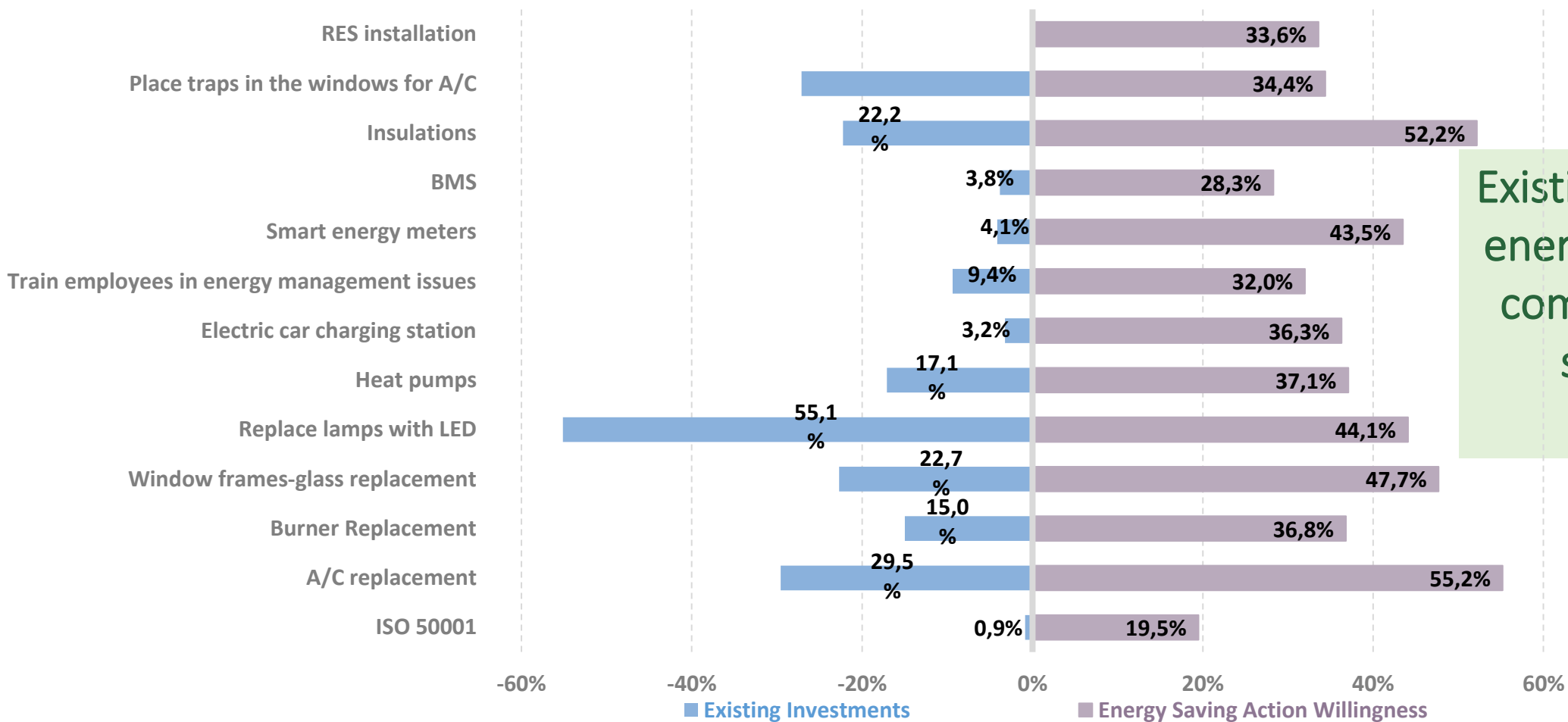
67% of **total** hotel units have set a target for energy consumption reduction

Energy consumption and reduction targets



is the target for the average rate of reduction of energy consumption set by most of hotels in the country, regardless of their operation.

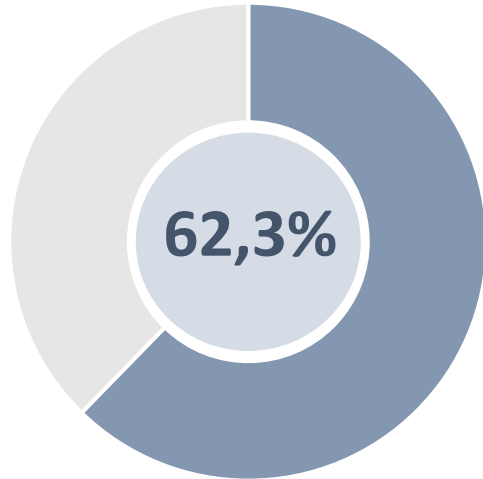
Indicative Actions and Practices applied in Greek Hotels



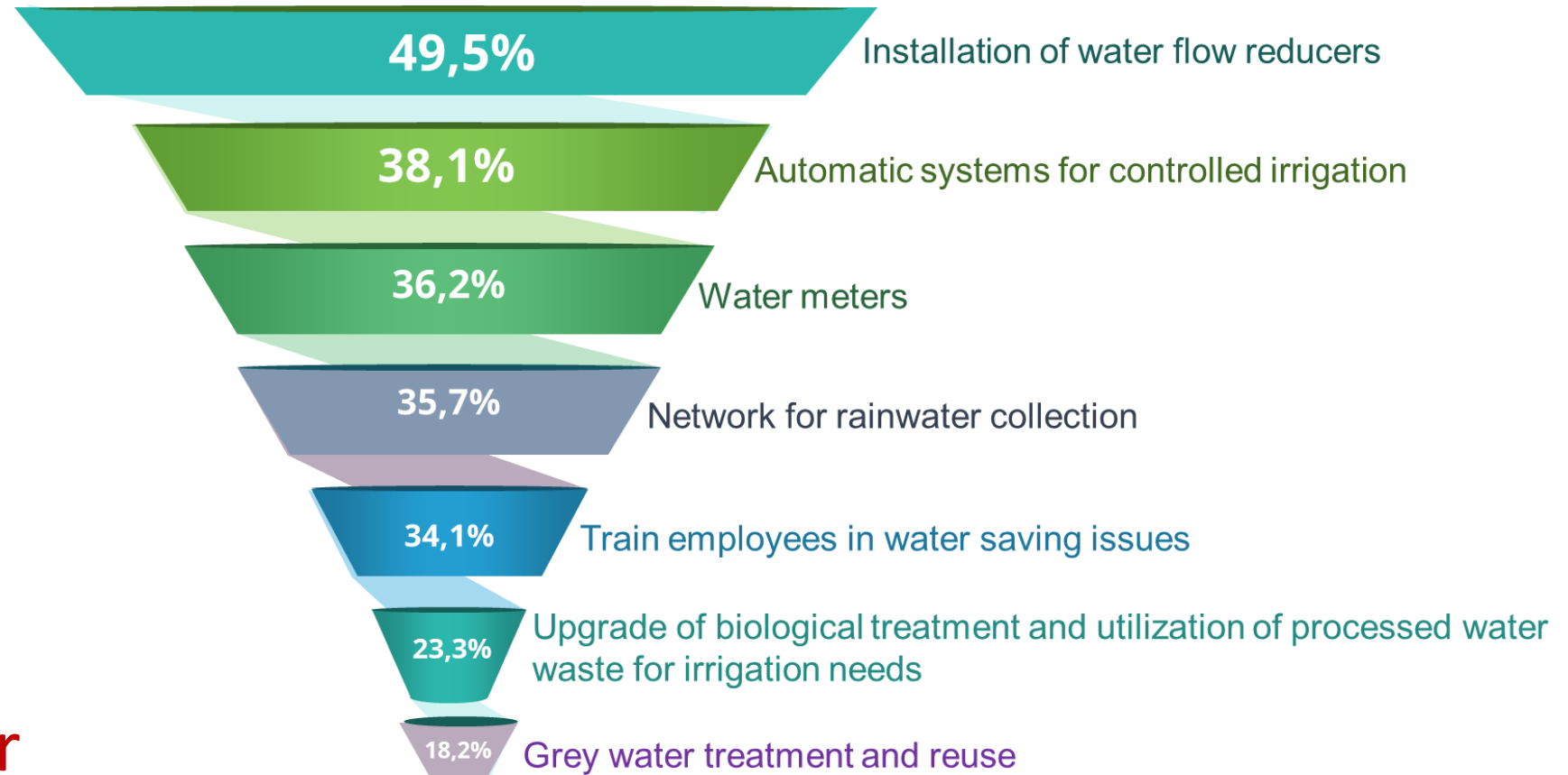
Existing investments in energy saving actions, compared to energy saving actions willingness.

Indicative Actions and Practices applied in Greek Hotels

Water saving actions goals

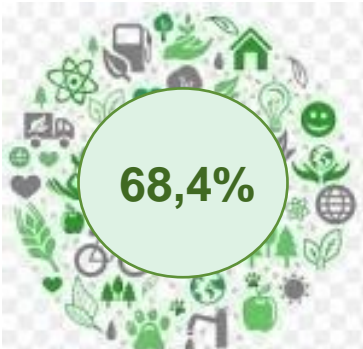


of **total** hotel units record their water consumptions



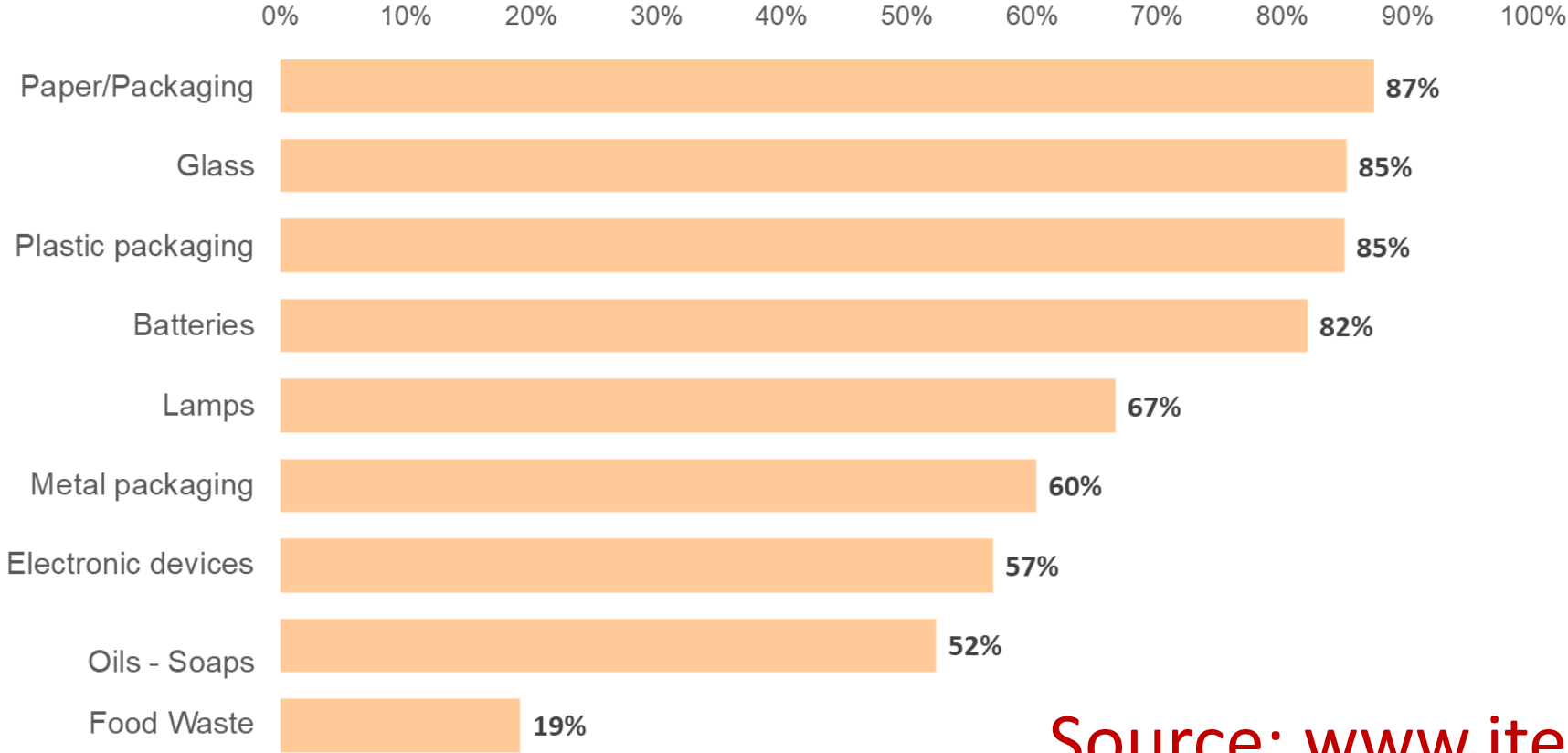
Source: www.itep.gr

Indicative Actions and Practices applied in Greek Hotels



of hotels recycle

Most popular recycling actions



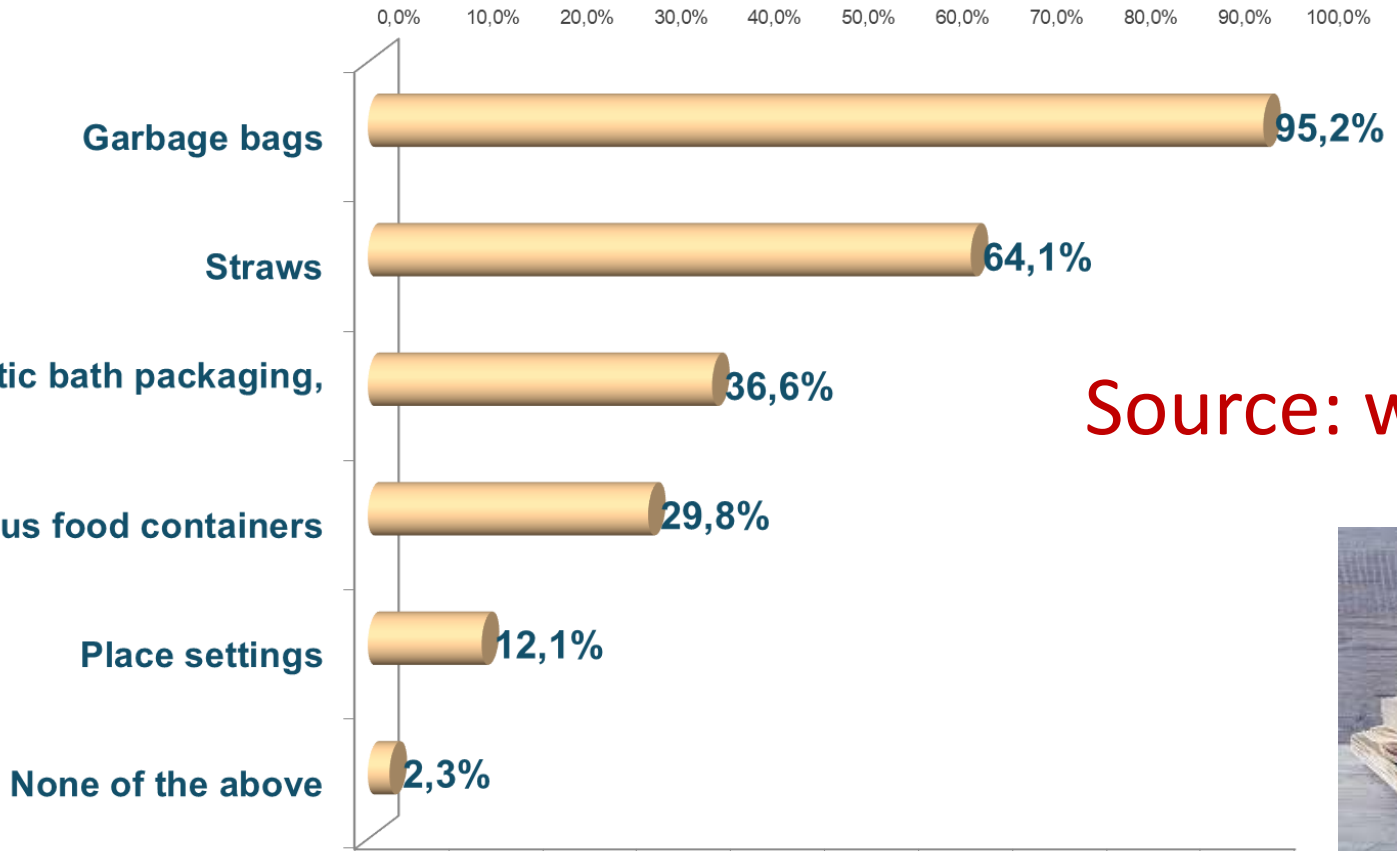
Source: www.itep.gr

Indicative Actions and Practices applied in Greek Hotels

Disposable plastic items used by hotels



Cotton swabs, disposable plastic bath packaging, etc.

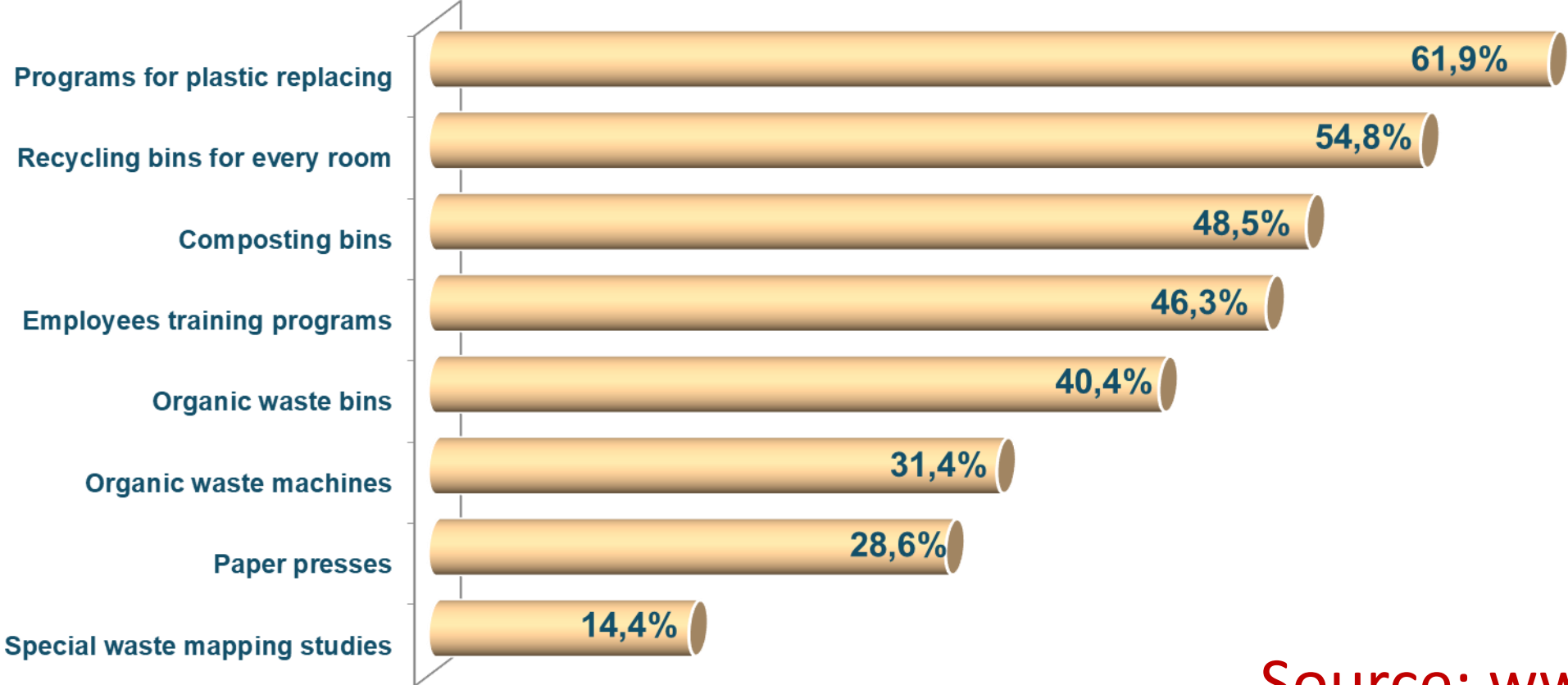


Source: www.itep.gr



Indicative Actions and Practices applied in Greek Hotels

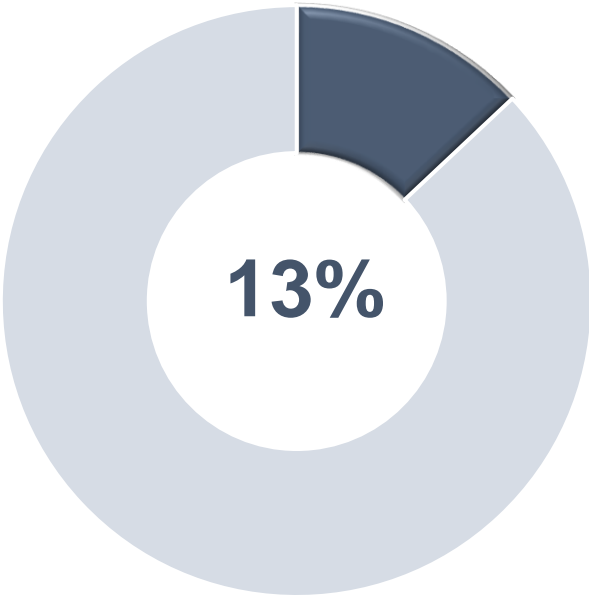
Willingness for investment in recycling equipment



Source: www.itep.gr

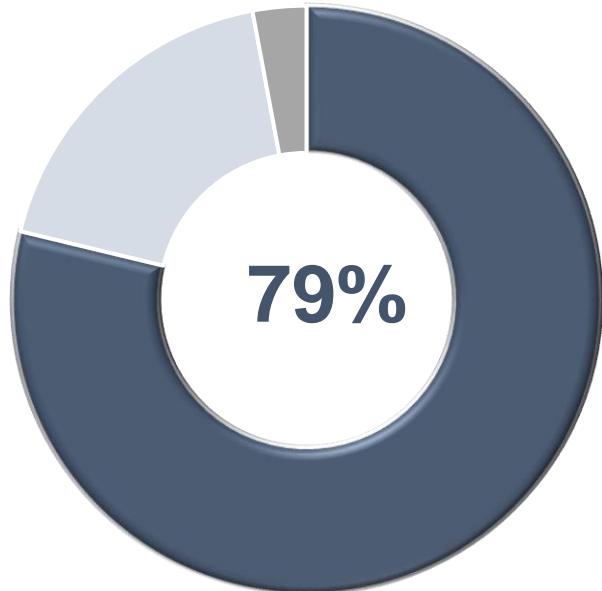
Indicative Actions and Practices applied in Greek Hotels

Hotel Environmental Certifications



of hotels possess a certification regarding Environment – Energy – Sustainability

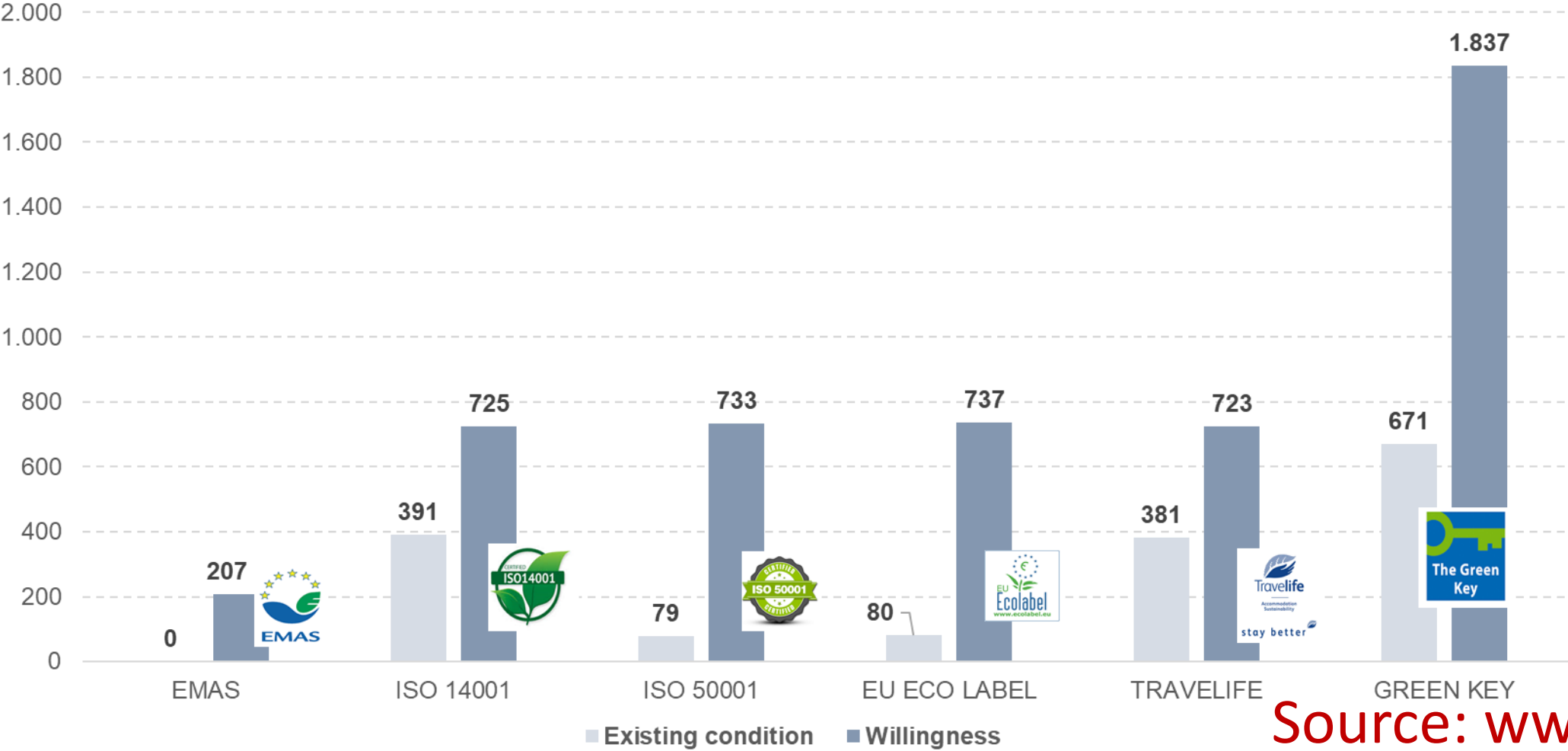
Willingness to acquire a certification regarding Environment – Energy – Sustainability
(refers to hotels that do not possess a certification)



Source: www.itep.gr

Indicative Actions and Practices applied in Greek Hotels

Number of hotels that have a certification and number of hotels that would like to acquire a certification



Source: www.itep.gr

Sustainable Tourism Development and Change of Production Model

Prerequisite for the promotion of sustainable tourism development, the prosperity of societies, the sufficiency of productive resources it is necessary to change the economic model of production.



LINEAR ECONOMY



ENERGY FROM FINITE SOURCES

Transition from Linear to Circular Economy

The model of a linear economy that uses and depletes wealth resources and disposes recklessly waste by polluting the environment and degrading the quality of life must be abandoned.

CIRCULAR ECONOMY



ENERGY FROM RENEWABLE SOURCES

Transition from Linear to Circular Economy

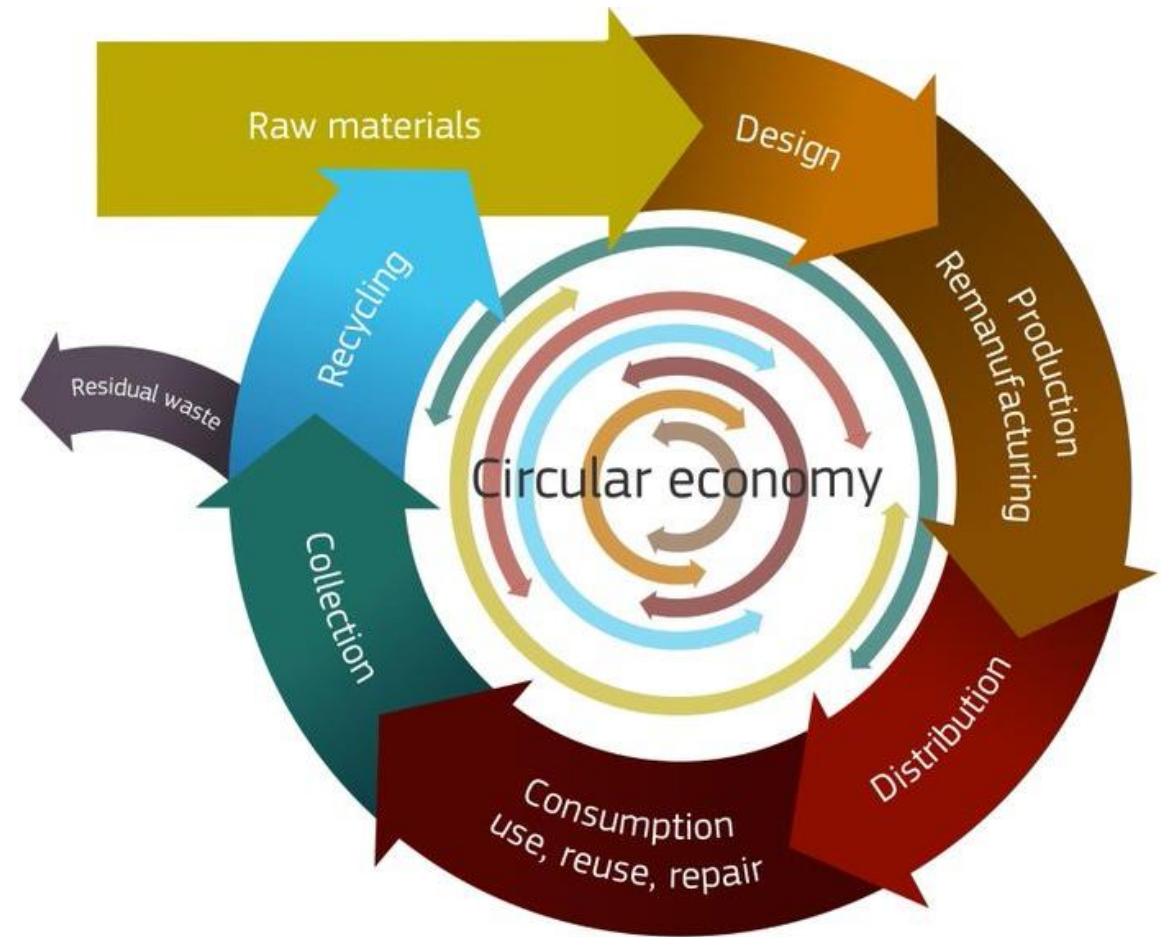
The model of the circular economy, which aims at waste elimination and the continuous use of resources, must be adopted.

This creates a closed system that minimizes resource inflows and the production of waste, pollution and carbon emissions.

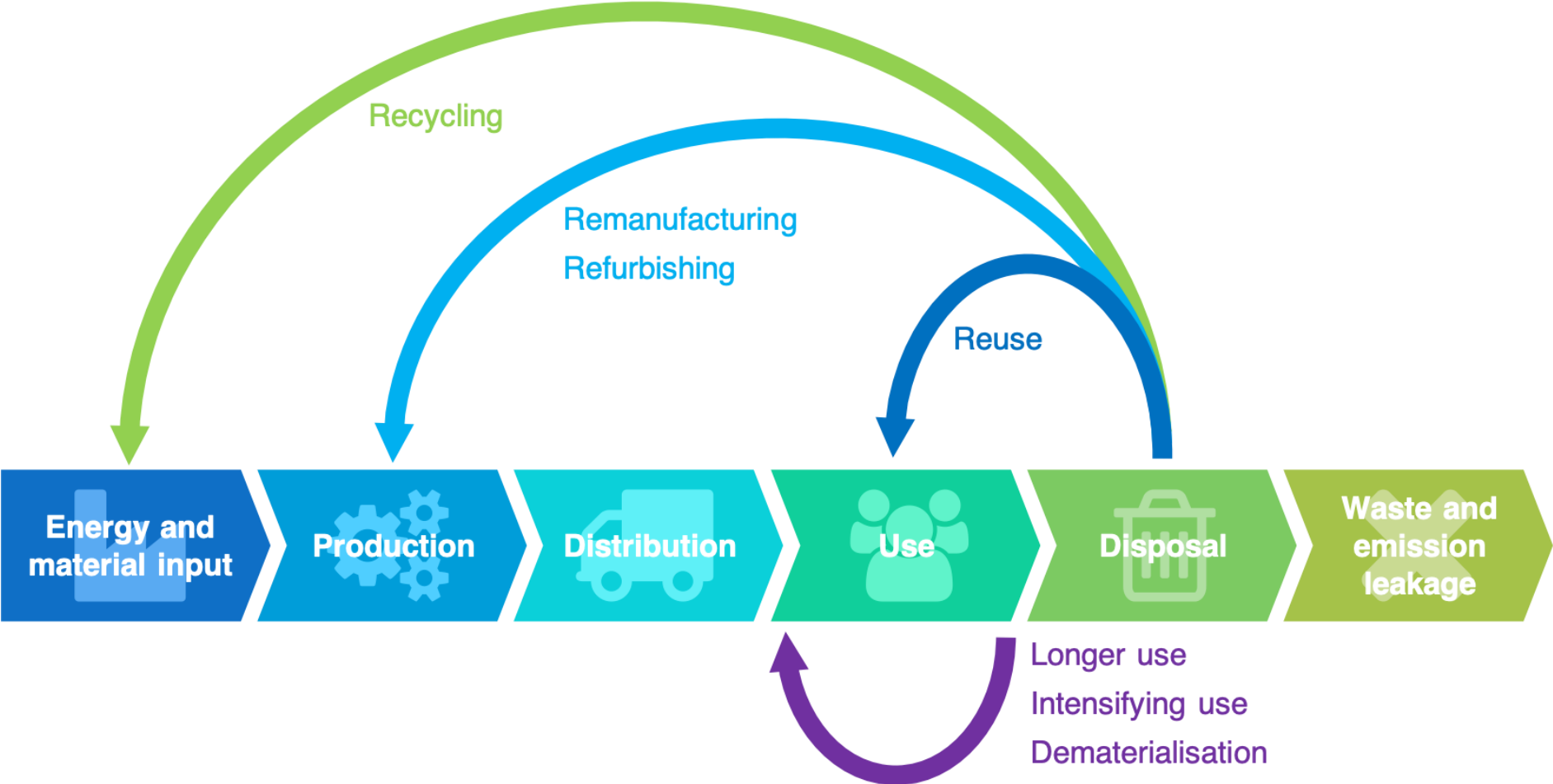
Circular Economy

Circular development is a new model of economic, social and environmental production and consumption that aims to build a sustainable society, saving natural resources, increasing their life cycle and minimizing the waste generated.

The circular economy is described as a system of combining economic growth with resource conservation according to the "**3R principle**" **Reduce, Reuse, Recycle**.



Linear and Circular Economy: A Comparison



From Geissdoerfer, M., Pieroni, M.P., Pigosso, D.C. and Soufani, K. - Geissdoerfer, M., Pieroni, M.P., Pigosso, D.C. and Soufani, K., 2020. Circular business models: A review. Journal of Cleaner Production, p.123741. https://www.researchgate.net/profile/Martin_Geissdoerfer2/publication/343810965_Circular_business_models_A_review/links/5f628dd092851c07896d7dd3/Circular-business-models-A-review.pdf, CC BY 4.0, <https://commons.wikimedia.org/w/index.php?curid=97396208>



Thank you
for your
attention



Measuring
the Sustainability
of Tourism
